

Community Sustainability Program Committee
January 5, 2010
City Hall, Public Works Conference Room

A special meeting of the Community Sustainability Program Committee was held in the Public Works Conference Room of City Hall on January 5, 2010. The following members were present: Cornelia Barr, Mose Belton-Perry, Jason Frichner, Justin Gomez Donald Hamrick, Jennie Mowery, Dr. Irene Phillips, Robert Smith, and Shannon Terrell. Also present were Lee Garrity, City Manager, Martha Wheelock, Assistant City Manager, Randy Rogers, Facilities Management Director, Ed McNeal, Marketing and Communications Director, Sandy Barfoot, General Services Director, Lindsey Smith, Energy Management Coordinator and Marilena Jensen-Guthold, Assistant City Attorney.

Chair Frichner called the meeting to order at 5:37 PM.

Ms. Wheelock stated the purpose of the special meeting is the final review of the Community Sustainability Program Committee (CSPC) report to City Council. Staff had added information on the city's greenhouse gas emissions and an update on the prepared by city staff and planned to give the CSPC some background information on changes made to the report since the last meeting.

Martha Wheelock introduced Lee Garrity, City Manager. Committee members introduced themselves. She stated that Mr. Garrity wanted to thank the CSPC for its efforts and support, and to observe and be available for any questions the CSPC may have tonight. Ms. Wheelock also stated staff's appreciation for the CSPC's input. Chair Frichner returned thanks and appreciation to city staff for working diligently on this report.

Lee Garrity thanked the CSPC for its hard work. Mr. Garrity stated he looked forward to the start of the discussion with the Community Development/Housing/General Government Committee (CDHGGC) on its immediate plans outlined in the short-term objectives and further discussion of the long-term initiatives. Mr. Garrity suggested the CSPC decide who will present the CSPC report and recommendations in order to get feedback, revisions, and additions from the CDHGGC. He stated the CSPC report, in its final form, would be presented formally next month and the CSPC could ask the CDHGGC to adopt this report as a plan. The CDHGGC would have to decide, with staff, on what we can fund and what the priorities are. We have to decide on what we can afford and what we can actually do despite our economic concerns. Tonight's review of this planning guide is the first step, pending hold-ups from other community developments. Lee Garrity and Martha Wheelock will be listening to the CDHGGC to get feedback and we will be able to address those issues at the next CSPC meeting in January. Mr. Garrity is looking forward to CSPC meetings with Paul Norby, Planning Board Director, and Johnnie Taylor, Recycling/Sanitation Director.

Ms. Wheelock explained the advantages of the presentation process passing through the CDHGGC twice. Both she and Mr. Garrity had reviewed the draft report to insure appropriate and adequate information was included in the report to assist the CDHGG in its review. She anticipated a receptive response from the Committee. She also felt the two-pass process would not derail short-term objectives. She noted the city would proceed with applying for the grant currently available through the Duke Energy Foundation and having it approved for our Resource Center would assist in proving the action plan showing the Resource Center can be self-sustaining. She stated that as the CSPC moves forward in recommending projects, items requiring money must be considered by the Finance Committee, which meets prior to the CDHGG committee. Finance Committee support for the report will assist with obtaining full City Council approval in February. The February presentation will provide a more formal adoption of the plan. If at that point we get the impression that council is supports or thinks we should focus on this plan, we can establish timelines for our long-term strategies and our efforts for the future.

Ms. Barr asked about an appointment of a new CSPC member to replace D.D. Adams. Ms. Wheelock stated she would follow-up with the Mayor's office on this question and others concerning getting more active members on the CSPC.

Ms. Wheelock noted she received an email from Peter Marsh stating that he would not be able to be present at tonight's meeting and is not available for a conference call. Peter Marsh is pledging his support and will speak at the CDHGGC meeting if the CSPC wants him to speak. He is working on an executive summary of the Resource Center. Because of its uniqueness, it might generate some conversation. Ms. Wheelock added that she thinks that the discussion of the Resource Center is necessary and anything associated with the resolution of the finance part of the grant will be important in our February presentation.

Lee Garrity informed the CSPC members that the CDHGGC meeting will be about an hour and a half long. He has removed a large item previously intended for presentation which will save a lot of time. He encouraged the CSPC to highlight important items with the assumption that the CDHGGC members have read the draft. He asked that CSPC give ample time for questions and discussion.

Ms. Wheelock that the CSPC presentation was third of the four items on the general agenda. She asked for any questions concerning administrative items before we proceed to reviewing the draft.

Ms. Wheelock distributed an updated draft of the report to the CSPC members. It is an overall review/report of Short Term Accomplishments and Long Term Strategies for Environmental Sustainability. This should be the cleanest draft and all other previous drafts may be discarded. Ms. Wheelock suggested she guide the CSPC members through what had been revised and get feedback.

MS. Wheelock also distributed a memo that introduced the report. Staff would introduce

the report and the committee members presenting the report. The introductory memo highlighted what is in the report and what the CSPC is trying to accomplish.

She asked for member input on the current cover created by the City of Winston-Salem's Marketing Department. This cover was accepted by all members of the CSPC present at this meeting.

Mose' Belton-Perry inquired about the specifics of the time and place of the CDHGCC meeting. Ms. Wheelock stated the CDHGCC meeting will be held Tuesday, January 12, 2010, at 4:00 pm, Committee Room #239. This is located at City Hall, 101 North Main Street, Winston-Salem, North Carolina, 27101. She suggested Chair Frichner introduce all members of the CSPC that would be presenting. She guessed the item would be called for discussion at an estimated 4:15 pm.

Ms. Wheelock pointed out the parts of the draft that CSPC members had not seen before or had been edited since the draft had been provided to the committee:

Page 2

- Changed 1st bullet point of each strategy area to a clarifying sentence or definition of the strategy area, after which are supporting bullets of what that strategy area is designed to address.
- Added Business and Commercial Recycling to strategy area Go Recycling (suggestion of Shannon Terrell).

Ms Wheelock noted that the CSPC members have the opportunity to brand the strategy areas and possibly combine some areas or keep the areas separate.

- The committee discussed whether to combine "buy local" with "buy organic". Ms. Wheelock notes that there are competing issues with buying local and buying organic. After discussion, Ed McNeal summed-up the agreed upon changes:

Under Short Term; Go Bloom / Go Local - add "educate public on buying local, striking "organic" from the 1st bullet.4 Last bullet will read as," Recognition of local farmers with special designation. On page 5, leave organic present within first bullet for Long Term Goals

Lee Garrity informed the CSPC there is a group working on gardens in the community that has met with Allen Joines, the Mayor of Winston-Salem. We will work to make sure what the CSPC is working on is coordinated with the Garden Club.

Ms. Wheelock added that she had spoken with Mayor Joines and given him a copy of the CSPC draft report. She will be attending a meeting at the county on community gardens next week and will report to the CSPC on the information generated during that meeting in January.

- Cornelia Barr pointed out that on page 5 the bullet for business and industry

appeared under two Long Term Strategy Initiatives, and only needed to appear under the Go Recycle strategy area. .

Page 3

- No changes for Go Lead or Go Expo sections.

Page 4

- Information was added regarding the opportunity to apply for a grant. Mr. Garrity had authorized the application of the grant prior to Winston-Salem City Council approval. Council approval would be necessary to accept money were we awarded the grant. Staff has also received information on another grant that may be very appropriate for the Resource Center. Chairman Frichner asked if the money for the possible grant needed to be mentioned at the presentation on Tuesday at the CDHGCC meeting. Ms. Wheelock suggested waiting to more concrete information is available. Ms. Wheelock felt most of the feedback from the CDHGCC would be related to the Resource Center.

Shannon Terrell asked if the CPSC should discuss where the Resource Center would be hosted with the CDHGCC during the Tuesday meeting. Ms. Wheelock stated that no matter what location was chosen, operating costs would be “in kind”. She also stated that she would be looking towards the city attorney for guidance on suitable location options, but this did not need to be discussed at the Tuesday meeting. Some of the issues (most are still unknown) concerning the Resource Center depend on how large the center will need to be. CDHGCC feedback concerning the Resource center will be the most critical issue.

Mr. Garrity stated his support of the community collaboration envisioned with the Resource Center, stating it was a good idea.

Chairman Frichner asked if there were any specific questions or “pressure points” the CSPC needed to prepare for before Tuesday’s CDHGCC meeting.

Mr. Garrity noted the possibility of questions referring to the hiring of a Sustainability Coordinator and the CSPC talking about an additional person for the Resource Center. He asked about the differences in the roles. Hiring people or adding positions is always a difficult task.

Ms. Wheelock suggested being creative and looking into bringing an MPA program intern in just for a seasonal/summer situation. There are many ways to accomplish the same goals if the CDHGCC did not approve the second position.

Ms. Wheelock informed the committee that Winston-Salem State University (WSSU) has agreed to a talk with the city about developing a business plan for the resource center, thanks to Dr. Irene Phillips. Staff is meeting with WSSU on Friday, January 8, 2010. More information should be available concerning a business plan after that meeting.

Cornelia Barr asked for a correction in the title of the Wake Forest Legal Aid Services to the Wake Forest Community Law and Business Clinic.

Shannon Terrell asked if a specific location could be denoted where the draft states “office space and support is anticipated to be provided in kind”. She is concerned the term “office space” narrows people’s perception of the possibilities of a location of the Resource Center. Shannon suggested it read, “A location and support is anticipated to be provided in kind”. Ed McNeal noted the needed change.

- No changes to Other Educational Activities/ Partnerships.
- No changes to Project Allocations. The allocations do reflect the prudent spending of that money over a course of time and to recognize in this year’s budget we will not be spending the full amount allocated. For example, we will not have a Sustainability Coordinator except for part of a half a year.

Page 5

Ms. Wheelock noted that in the Long-Term Strategic Initiatives section, staff wanted to make sure we were diligent in representing the things the CSPC has talked about, and were the interests, goals, and projects that the CSPC wanted to work with. We wanted to make sure staff was not influencing or applying “best practice” things that were not initially on the agenda of the CSPC. Randy Rogers has spent time reviewing all previous CSPC meeting minutes to correlate each Long-Term Strategic Initiative item to discussions outlined in the CSPC meeting minutes. A number of the specific bullet points are not in the minutes, due to the abbreviated way minutes are transcribed. Mr. Rogers expressed that staff has represented as best possible what was talked about at the meetings, and what the CSPC want to explore. Ms. Wheelock wanted to ensure that if the CSPC was questioned by the CDHGGC, the committee would be comfortable with the list of initiatives – the report is coming from the CSPC, not staff. As outlined in the current draft, the Long-Term Strategic Initiatives have not changed. Ms. Wheelock requested revalidation of the Long-Term Strategic Initiatives.

Mr. Rogers pointed out the following changes:

Under Go Bloom/Go Local, “Increase residential recycling” be moved to Go Recycle; “Implement a food-composting program for restaurants and cafeterias” bullet had been repeated under Go Recycle and should be deleted in that section; “Implement a comprehensive recycling program for business and industry” bullet had been repeated under Go Recycle and should be removed from Go Bloom / Go Local; and “Promote the use of conservation easements/set aside green space” should be moved to Land Use Planning

Mr. Garrity asked if the concept behind “Promote the use of conservation easements/set aside green space” included the possibility of the city purchasing more green space. He

was assured that it did.

Ms. Wheelock specified that through the exploration of the Long-Term Strategic Initiatives, the CSPC would consider cost, participating departments, and what has to happen as these initiatives are explored.

- Go Squiggle, no change.
- Land Use Planning has been updated as noted above, but otherwise no change.
- Transportation, no change.
- All remaining initiatives, no change.

Ms. Wheelock proceeded to the Update on Greenhouse Gas Inventory and Local Action Plan and the Update on the Energy Efficient Community Block Grant (EECBG) projects. This information is general and self-explanatory, and is intended to give a real picture of how big the issue is and focuses on the fact that decisions have to be made to accomplish the goals that the CSPC have set, which is for the city operations to stabilize its green house gases. We are supposed to come up with a formal plan to do that during 2010 and then to establish a local climate action to deal with the real issues associated with addressing the issue on a community basis. This part of the report is the "Here's why we need to do this".

Justin Gomez suggested mentioning that long-term cost savings within city operations as well as the private sector could enhance this section. Ms. Wheelock suggested adding a sentence or two to reemphasize cost savings in the summary. She pointed out that the cost savings have been illustrated in the Energy Reduction Fund/Program in the EECBG section that shows taking the cost savings and turning them into additional sustainability initiatives.

Robert Smith mentioned that the health benefits in reducing emission needed to be added to the Long Term Strategies as well. Chairman Frichner agreed. He acknowledged the difficulty of charting such measures, but thought this was an essential point to include. He added that having a healthier building meant health cost savings. Ms. Wheelock agreed that although this would be difficult to quantify with so many fluctuating variables to consider, staff could craft a sentence or two under Long Term Strategies to discuss added sustainability initiatives (long term cost savings and health cost savings).

Ms. Wheelock reviewed the support information provided in the draft.

- Attachment #1 is the data that Lindsey Smith prepared for internal operations
- Attachment #2 is the Greenhouse Gas Inventory and Local Action Plan, Suggested strategy areas and action ideas are included, and show estimates stating the scope

of the problem and offers concrete solutions for addressing these issues. Ms. Wheelock added that in the future we want to make sure when we make comparisons, that all cities are talking the same language when calculating estimates.

- Attachment #3 is the “guts” and will help CDHGCC members understand the information better. She pointed out hard work by city staff and especially Lindsey Smith who researched detailed information. Most of this information could not be mentioned in this draft in order to lighten the reading load, but could be used as promotional literature at a later date.

Robert Smith questioned “Electrical Use” where it specifies in that 49% of Duke’s energy is nuclear which has no CO² emissions. Mr. Smith said he had attended the Duke Energy Shareholder’s meeting and had heard that 70% of power that Duke Energy produces comes from coal and 26% comes nuclear, and the rest was from natural gas - there was no hydro-electric.

Lindsey Smith clarified that Duke Energy of the Carolinas and Duke Energy, which includes Synergy and Public Service of Indiana are different. Duke Energy is virtually 80-90% coal. Duke Energy of the Carolinas is fuel mix which is kind of peak power but then they have the energy mix of which, 49-50% is nuclear, 40-50% is coal, and the balance is natural gas. The natural gas peaking plants only run a few hours a year. Robert was appreciative for that clarification.

Robert Smith also questioned nuclear power plants and their production of nuclear fuel rods and pouring the concrete for these plants emits a lot of carbon dioxide. It takes about twenty years for a nuclear power plant to payoff its carbon footprint. After the twenty years then its carbon free. Stating that carbon dioxide is not produced by nuclear power is misleading.

Lindsey Smith said the statement in parenthesis was there for use as a multiplier when calculating kilowatt-hours, but offered to strike the statement. Chairman Frichner asked Robert Smith if he felt that strongly about striking that point from the draft and he answered he did. Robert Smith thought it would be a good idea to leave the multiplier in the draft for calculating purposes. Mr. Lindsey Smith explained that many states use different regional data to calculate general energy estimates in each state.

Ms. Wheelock pointed out that the CDHGCC are not experts on how we calculate energy and would be satisfied in knowing the CSPC was comfortable with the estimates and getting the energy concerns addressed.

Lindsey Smith expressed a concern with the second graph on page 8. He suggested that on the right hand column the term “population” needed to be added to specify what the red numbers mean.

Lindsey Smith also indicated he had used the wrong multiplier for the carbon dioxide

column in Attached #1. Ms. Wheelock encouraged him to get with Ed McNeal to clean the numbers up as soon as possible.

Robert Smith referred back to the second graph on page 8 and stated concerns over the carbon dioxide level projected to remain the same from 1990 to 2020.

Mr. Rogers explained that despite population growth, the goal would be to keep the carbon dioxide level at the same level. Robert Smith stated that despite population growth, he thought that the goal would be for carbon dioxide to decrease from 1990 to 2020.

Ms. Barr explained that the blue bar on the graph was the 1990 level and the yellow bar was 93% of the 1990 level, which would mean the carbon dioxide levels were decreasing each year represented on the graph.

Ms. Wheelock explained that the population growth had not been addressed but will need to be. The Mayor signed a climate action agreement, outlining the steps he would take to start addressing carbon emission growth. One of those steps was formation of the CSPC. He acknowledged that the population growth needs to be addressed and these are the steps we need to take.

Lindsey Smith stated that when we wrote the original report, we wanted to demonstrate that this was an agreement based on 1990 levels. Here we are 15 years later, and we are way above the 1990 level and still need to decrease the levels based on the Kyoto agreement.

Chairman Frichner pointed out that the issues presented were excellent points but were also getting into semantics. We could only go with what the protocol actually says.

Dr. Irene Phillips pointed out a correction to the reference to Winston-Salem State University, on page 3, to read the Winston-Salem State University School of Business and Economics.

Chairman Frichner referred everyone to page 5 and 6, the Long Term Strategic Initiatives. He asked if the CSPC needed to prioritize the initiatives based on a timeline of which initiatives would be addressed first in order to help reduce the emissions.

Ms. Wheelock suggested that after getting feedback from the CDHGGC, the next step would be to identify priorities and timelines for addressing those priorities. She went on to point out that, for example to consider adopting zoning or land use policy to promote high density development, the CSPC would have get some sense of how long it would take to work through the process.

Mr. Garrity offered that when the CSPC gets CDHGGC feedback and starts assessing the landscape, there are different constituencies for the different initiatives. Some constituencies are easier than others. Some initiatives will cost more. The CSPC could

take those variables into consideration when planning those priorities.

Robert Smith asked Mr. Garrity if it was possible for the City of Winston-Salem to acquire land that had been abandoned or degraded to a point where it is unusable, and whether there is a profit made from this.

Mr. Garrity answered that land is acquired in many different ways - through condemnation or when a lot is acquired through demolition. He said it is possible to acquire land that has been abandoned or degraded to a point where it is unusable, but no profit is made and usually the city loses money. Mr. Garrity was hopeful that many of the CSPC items could be support through a bond referendum.

Ms. Wheelock stated that the CSPC has been working within a narrow focus and in the future the CSPC issues will ultimately touch many other departments and become more organizational focused. Mr. Garrity added that the CSPC issues will ultimately touch many other committees as well, Utilities commission and Planning Board, for example.

Ms. Wheelock turned the meeting back over to Chairman Frichner for any additional discussion and to ask for a motion on the report.

Chairman Frichner asked for any further discussion on the draft report or back-up information.

Shannon Terrell asked if Peter Marsh's Resource Center Executive Summary would be an attachment to the report. Ms. Wheelock relayed her conversation with Mr. Marsh before tonight's meeting, suggesting a one page executive summary would probably, assist in explaining the uniqueness of the Resource Center concept, which may prompt the most discussion. She confirmed Mr. Marsh had indicated he would get the one page executive summary to her by noon on Wednesday, January 6, 2010 so that she could attach it to the document as a supplement. It would be very high-level summary.

Robert Smith said he thought it was a great piece of work and thanked staff for their time and effort.

Ms. Wheelock stated her appreciation for the invaluable effort and support she and staff had received from the CSPC.

Justin Gomez referred everyone to page 6, under Transportation Planning. He asked whether the CSPC wanted to add a bullet promoting the use of bicycle and pedestrian planning. The CSPC agreed that there should be an added bullet concerning this initiative.

Chairman Frichner asked for any further discussion on the report. There being none, he asked for a motion accepting the draft report with all of its noted changes and authorization to submit the report to CDHGG Committee on Tuesday, January 12, 2010. The motion was made, seconded and passed unanimously.

Chairman Frichner asked that the next discussion focus on how the CSPC was going to present the report on Tuesday, January 12, 2010, to the CDHGCC. He stated he may be traveling and would not be able to attend. First he asked for a general feel for who would be in attendance. He stated Anne Tambling would not be able to participate until the city had completed its search for a Sustainability Program Coordinator. Peter Marsh will be asked to attend and due to his familiarity with the subject, would be ask to speak on Go Lead, Go Expo, and the Resource Center. Chairman Frichner said he wanted no more than two or three members to speak. Robert Smith offered to present the long range planning. Cornelia Barr also volunteered to speak.

The committee asked who the council members on the CDHGCC were. Staff noted that Council Member Dan Besse serves as chair and Denise D. Adams as vice-chair. Council Members Molly Leight, and James Taylor, Jr. also serve on the committee.

Ms. Wheelock also reminded the committee that the report would be presented to the Finance Committee in February. Council Member Wanda Merschel is chair and Robert Clark is vice-chair. Council Members Vivian Burke and Molly Leight also serve on the Finance Committee.

Chairman Frichner asked if there were any other business for tonight's meeting.

Ms. Wheelock noted the Wednesday, January 20, 2010 would have a full agenda, with event updates and a full debriefing from the CDHGCC meeting. She asked if the CSPC members still wanted to invite Paul Norby, City/County Planning Director, to speak at the next meeting. CSPC members agreed to invite Paul Norby to the February meeting. Also as a carryover from a previous meeting, a citizen who wanted to speak to the CSPC is on the agenda for the next meeting. The Go Lead event needs to be fully reviewed, including review and approval by the CSPC of the Call to Action.

There being no further business, the meeting was adjourned at 6:45 pm.